



**LEAD CENTER**

# Discovering Your Potential: Using Discovery to Identify Your Employment Goals

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**The National Center on Leadership for the Employment and Economic Advancement of People with Disabilities (LEAD)** is a collaborative of disability, workforce and economic empowerment organizations led by **National Disability Institute** with funding from the **U.S. Department of Labor's Office of Disability Employment Policy**, Grant No. #OD-23863-12-75-4-11.



# WELCOME

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Office of Disability Employment Policy



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<http://www.leadcenter.org/webinars/promoting-employment-discovering-your-potential-using-discovery-identify-your-employment-goals>



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# LEAD CENTER MISSION

- ▶ To advance sustainable individual and systems level change that results in improved, competitive integrated employment and economic self-sufficiency outcomes for individuals across the spectrum of disability.



# AGENDA

- ▶ Introduction to Customized Employment.
- ▶ Using Discovery to identify your contributions, considerations, and interests.
- ▶ Steps a Job Seeker can take if there are not Customized Employment resources in their community.
- ▶ Resources on Customized Employment and Group Discovery.



# SESSION OUTCOMES

- ▶ Attendees have a better understanding of Customized Employment.
- ▶ Attendees have a better understanding of Discovery as a way to better understand their ideal conditions of employment.
- ▶ Attendees have next steps to implement their own Discovery.
- ▶ Attendees have examples of strategies to connect with employers.



# CUSTOMIZED EMPLOYMENT

Customized employment is a flexible process designed to **personalize** the employment relationship between a job candidate and an employer **in a way that meets the needs of both**. It is based on an **individualized match between the strengths, conditions, and interests** of a job candidate and the **identified business needs** of an employer.

ODEP's website: <http://www.dol.gov/odep/categories/workforce/CustomizedEmployment/what/>



# THE ASSUMPTIONS BEHIND CUSTOMIZED EMPLOYMENT

- ▶ Unbundling job descriptions into separate tasks allows an employer to see the unmet needs in the work place.
- ▶ Negotiating tasks that people CAN do that meet an employer's need is a more effective way to think about employment.
- ▶ The job seeker knowing what he or she has to offer an employer, what is needed for success, increases securing employment that meets both parties needs.



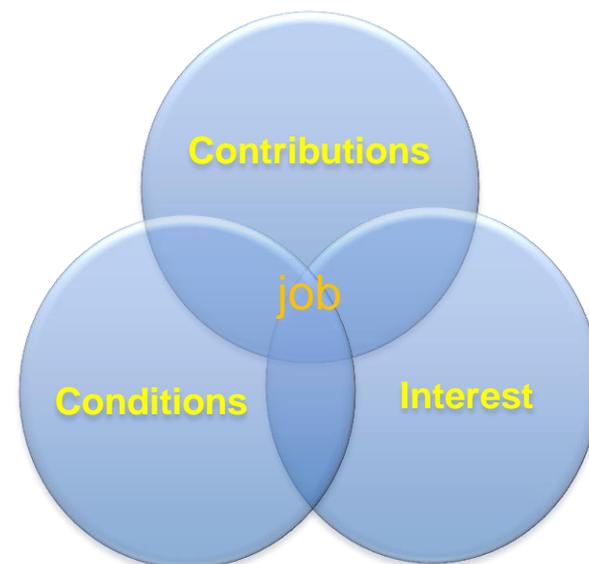
# WHAT IS DIFFERENT....

- ▶ The Employment Search starts with **You** rather than the Employer.
- ▶ Through a process called DISCOVERY, you gain a better understanding of your contributions, conditions, and interests.



# DISCOVERY

- ▶ Helps you understand your:
  - ▶ **Contributions** – what do you have to offer an employer?
  - ▶ **Conditions** – what do you need from a job to be successful?
  - ▶ **Interests** – what are your interests and do those interests translate into employment tasks?



# CONTRIBUTIONS

- ▶ Contributions are what you are offering an employer.
  - ▶ Your skills
  - ▶ Your education
  - ▶ Your unique knowledge
  - ▶ Your personality traits
  - ▶ Your abilities



# CONTRIBUTIONS

- ▶ Make a list of all your contributions.
- ▶ Most people have a hard time seeing all that is good about themselves.



# CONTRIBUTIONS, CONT.

- ▶ If you are having difficulty thinking about all that is great about you:
  - ▶ Interview people who know you and are positive about you working and your work,
  - ▶ Ask them what they see as your contributions and write down what they say,
  - ▶ If you do not want to ask anyone – write down all the duties you had in jobs/school/volunteering that you did well, or
  - ▶ Make a list of the positive things people have said about you.



# MATCHING CONTRIBUTIONS TO EMPLOYERS

Once you have your list of contributions...

- ▶ Write down what types of employer might need those contributions,
- ▶ And what employers might have the type of environment that brings out your best.
- ▶ Add to your list as you think of different employers.



# WHAT BRINGS OUT THE BEST YOU HAVE TO OFFER AT WORK?

- ▶ When it occurs – Time
- ▶ What you do – Tasks
- ▶ Interactions – people, email, phones
- ▶ Pacing – speed
- ▶ Environment – outside, inside, noise, quiet
- ▶ Expectations – supervisor, co-workers, customers



# INTEREST

- ▶ An interest is something that is strong enough **to make you want to go to work each day**. It is not just something you know how to do.
- ▶ Learning about computers, landscaping, working on machines, music, drawing cartoons.
- ▶ Think in broad categories and employers who have a need for that interest.



# TASKS

- ▶ Tasks are the different pieces or duties that make up a job.
- ▶ Employers bundle tasks together into job descriptions.
- ▶ By unbundling tasks it is easier to see portions of jobs that meet your contributions.
- ▶ It is also easier to see employer needs when job descriptions are unbundled into tasks.



# TASKS

- ▶ Write Down tasks you want to do for pay.
- ▶ What interests you want to use in a job.
- ▶ Think of employers who might have those tasks and could use your interest.
- ▶ Add those employers to you employer list.



# CONDITIONS

- ▶ It is important to think carefully about conditions:
  - ▶ They are elements you need to be successful.
  - ▶ They are deal breakers, if a job does not meet your conditions you can not accept that job.
  - ▶ They are not elements that you want or would be nice to have - those are preferences.



# CONDITIONS, CONTINUED

- ▶ Rule of thumb the more conditions the longer it will take to secure employment.
- ▶ Make a list of your conditions - Think about why those are your conditions?
- ▶ What Employer could meet those conditions? And what you are offering the employer. How you are meeting their need?



# CONDITIONS VERSUS PREFERENCES

- ▶ Once you have created a list of conditions you can create a list of preferences.
- ▶ It is a good idea to prioritize your preferences.
- ▶ Think about what your trade offs are in regards to preferences.
- ▶ Also keep in mind what you are offering the employer.



# SETTING PRIORITIES

- ▶ Think about what is most important to you.
  - ▶ Wage: how much you earn.
  - ▶ Type of work: what you do at work.
  - ▶ Environment: the culture of the workplace.
  - ▶ Co-workers: who you work with.
  - ▶ Location: where you work / ease of commute.
  - ▶ Flexibility: the employers ability to meet your unique needs.
- ▶ Remember your priorities may change over time



# DETERMINE YOUR DESIRED SALARY/WAGE

- ▶ How much do you want to earn?
- ▶ How much more is that than what you live on now?
- ▶ Do you need additional income right away?
- ▶ What impact will that salary have on your life – housing, benefits?
- ▶ What will it buy?
- ▶ What trade offs are you willing to make?
- ▶ What is the down side of that salary – what will you have to give up to earn that amount of money?
- ▶ Are you on SSA, SSI, SSDI? When will you talk to a benefits planner?



# DISCLOSURE

- ▶ What information will you share about your accommodation needs/disability and when?
- ▶ If someone is helping you find a job what can they say about your disability or other sensitive information?
- ▶ Think about what you feel is reasonable to share and what is not.
- ▶ Best Practice: Frame it accommodation needs in terms of contributions you have to offer and how supports from the employer will make you even more productive.



# PULLING INFORMATION TOGETHER

- ▶ By knowing your contributions, interests, conditions **of employment**, and when you are at your best allows you to:
  - ▶ Focus on employers that need your contributions and meet your conditions and priorities rather than randomly applying for jobs.
- ▶ If you are having someone help you find a job, you should bring your information to that person.



# NEGOTIATED JOBS

If you are securing employment without the help of a job developer.

- ▶ Do research on what employers have tasks you want to perform and have a need for your contributions.
- ▶ Network – people like to help people they know.



# IF DEVELOPING THE JOB YOURSELF

- ▶ Create a one minute presentation on your contributions and tasks you want to do for pay.
- ▶ Your presentation should include how the tasks you want to perform for employers would meet their needs.
- ▶ Practice your presentation so you are able to use it wherever you go.



# YOUR NETWORK

- ▶ Think about who you know that works at a business you are interested in working at.
- ▶ Ask them if you can use their name or will they set up an informational interview for you.



# YOUR NETWORK, CONTINUED

- ▶ What businesses do you or your family frequently use in your community for groceries, clothing, auto repair, home services and other purchases? Are you interested in working at any of these places?
- ▶ Do you or your family know anyone who owns a business? Are they willing to network for you?



# INFORMATIONAL INTERVIEWS

- ▶ An informational interview is not a job interview.
- ▶ They are a way to learn about a business.
  - ▶ How the business functions.
  - ▶ Their projections for the future.
  - ▶ Unmet needs the business has.
  - ▶ Advice on what employers in the community would be interested in the contributions you have to offer.



# REQUESTING INFORMATIONAL INTERVIEWS

- ▶ “Hello. My name is \_\_\_\_\_ and I have a strong interest in working in the area of \_\_\_\_\_. Susan Armstrong, recommended that I call you to see if I might be able to set up a short interview to seek your advice and recommendations on how someone interested in this line of work might enter the field. Would you be willing to meet about 20 minutes any time next week?”
- ▶ “Great! I will be there at (specify date and time). If possible it would be great to take a tour of your business after the interview if there is time. Thanks so much.”



# ON THE TOUR YOU ARE LOOKING FOR UNMET NEEDS

- ▶ Identify possible areas that the employer might need additional support:
  - ▶ Episodic duties
  - ▶ Slower components of tasks
  - ▶ Back-ups/Bottlenecks
  - ▶ Material/tool supply
  - ▶ Interruptions
  - ▶ Wasted motions
- ▶ Could any of your tasks or contributions meet an unmet need you saw on your tour?



# HOW YOU PRESENT YOURSELF

- ▶ Résumé
- ▶ Visual Résumé
- ▶ Working Interview



# VISUAL RÉSUMÉ

- ▶ An introductory portrait
- ▶ Pictures and narrative describing:
  - ▶ Connections to the community
  - ▶ Contributions, attributes, experiences
  - ▶ Skills
  - ▶ Education / Trainings / Certifications
  - ▶ Employers who have needs for the following tasks to be performed
- ▶ An alternative “résumé”

# WORDING

## ▶ **Portray competence**

- ▶ “Skilled multi-tasker, meeting short-term and long-term deadlines” vs. “Completed different jobs, as needed”
- ▶ “Perform yard work duties” vs. “Help with yard chores”

## ▶ **Use “employment language”**

- ▶ “Competent professional” vs. “Polite, smart, etc.”
- ▶ “Able to work with diverse populations vs. “Friendly or Outgoing”

## ▶ **Words should match pictures**



# WORDING, CONTINUED

Include:

- ▶ Contributions you have to offer an employer.
- ▶ Tasks you are looking for.
  - ▶ “I am looking for an employer who has needs in the following areas (list tasks)”
- ▶ If you have a passion, unique contribution or talent, include it with a picture.



## EXAMPLE – I AM LOOKING FOR AN EMPLOYER WHO HAS THE FOLLOWING NEEDS:

- ▶ Delivery
- ▶ Inventory
- ▶ Assembling Boxes
- ▶ Shelving/Stocking
- ▶ Washing windows, mopping floors, dusting
- ▶ Running small equipment: vacuum, floor polisher, snow blower
- ▶ Bussing tables
- ▶ Entertaining older people or children
- ▶ Tracking inventory or data entry w/ computers
- ▶ Scanning
- ▶ Car pre-wash or wiping down cars
- ▶ Running errands



# SUMMARY

- ▶ Customized Employment (CE) is a set of tools and strategies to ensure successful employment outcomes.
- ▶ Discovery helps you gain a better understanding of your contributions, conditions, and interests.
- ▶ Interest-based negotiation is used to create jobs vs. relying on job market indicators.



# SUMMARY, CONTINUED

- ▶ Resources for Customized Employment and Discovery in your community might include:
  - ▶ America Job Centers
  - ▶ Vocational Rehabilitation
  - ▶ Community Providers



# TO LEARN MORE

- ▶ Videos on Customized Employment and Discovery
  - ▶ Office of Disability Employment Policy (ODEP) - <http://www.dol.gov/odep/topics/CustomizedEmployment.htm>
  - ▶ Archived webinars on Customized Employment [http://www.tacesoutheast.org/network/jdx/docs/customized\\_employment\\_series\\_archive.pdf](http://www.tacesoutheast.org/network/jdx/docs/customized_employment_series_archive.pdf)
- ▶ Additional information
  - ▶ Marc Gold & Associates - [www.marcgold.com](http://www.marcgold.com)
  - ▶ Griffin-Hammis Associates - [www.griffinhammis.com](http://www.griffinhammis.com)



# QUESTIONS?



# LEAD CENTER *FREE* WEBINAR SERIES

- ▶ The LEAD Center will provide a new webinar on the last Wednesday of the month from 3:00p.m. EST - 4:30p.m. EST.
- ▶ Webinars will include three mini-series on:
  1. Economic Advancement
  2. Employment
  3. Leadership (Public Policy)
- ▶ The next mini-series will focus on public policy and its use toward improved employment outcomes for individuals with disabilities. [www.LEADCenter.org/webinars](http://www.LEADCenter.org/webinars)



# WEBINAR ARCHIVES - CUSTOMIZED EMPLOYMENT & GROUP DISCOVERY

## **Promoting Employment - Introduction to Customized Employment and Customized Self Employment**

Learn more about Customized Employment, including Customized Self-Employment, as a best practice. View the archive to gain an understanding of how Customized Employment can support job placement efforts for a variety of job seekers both with and without disabilities.

## **Group Discovery: An Alternative Assessment Tool for Workforce Centers and Community-Based Providers**

Learn more about Group Discovery – an alternative assessment tool proven to identify the strengths of job seekers with and without disabilities; particularly those with multiple barriers to employment. View the archive gain an understanding of the Group Discovery process and potential outcomes.

<https://www.leadcenter.org/webinar-archive>



# UPCOMING WEBINARS: EMPLOYMENT SERIES

**August 28, 2013 from 3:00pm to 4:30pm EST**

## **Cross-Agency Approaches to Advance the Use of Customized Employment and Self-Employment Strategies for Individuals with Disabilities**

During this webinar, we will discuss reasons and strategies for aligning resources across systems to support the implementation of Discovery, Customized Employment, and Self-Employment. Participants will learn how state agencies can adopt policies and service delivery strategies that support these innovations, as well as how a cross-agency approach to blending and braiding available funds can enhance services for the individual job seeker and enhance return on investment for all agencies.

**Target Audience:** Policy Makers and Influencers, Workforce Development Professionals, Professionals from partner systems, and related stakeholders



# UPCOMING WEBINARS: EMPLOYMENT SERIES

**September 25, 2013 from 3:00pm to 4:30pm EST**

**Effective Strategies for Integrating Employment Outcomes and Services into Managed Care Models for Providing Medicaid Long-Term Support Services to People with Disabilities**

During this webinar we will provide a brief overview on the emergence of managed care as the preferred model for delivering Medicaid-funded long-term supports to individuals with disabilities. We will discuss a variety of strategies for embedding integrated employment as a priority focus in assessment, planning, resource allocation, service delivery and quality management.

**Target Audience:** Policy Makers and Influencers, Workforce Development Professionals, Professionals from partner systems, and related stakeholders



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# THANK YOU

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